



www.komonews.com

KOMO
140 Fourth Ave N
Seattle, WA 98109
(206)404-4000

CONTRACT

Contract / Revision 194238 /		Alt Order # 07898448
Product MCKENNA/GOV/R		
Contract Dates 10/16/12 - 10/22/12		Estimate #
Advertiser McKenna for Governor (Rep)		Original Date / Revision 08/17/12 / 10/15/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOMO	Account Executive Meredith Radow	Sales Office Washington
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code MCKR	Product Code
Agency Ref		Advertiser Ref

And:

Media Placement Technologies
500 N Washington St STE 303
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KOMO	10/16/12	10/19/12	M-F KOMO 4 NEWS	6-7A		:30			NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-2222--				8	\$500.00			
N 2	KOMO	10/22/12	10/22/12	M-F KOMO 4 NEWS	6-7A		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$500.00			
N 3	KOMO	10/16/12	10/19/12	GMA	7-9A		:30			NM	8	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-2222--				8	\$550.00			
N 4	KOMO	10/22/12	10/22/12	GMA	7-9A		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$550.00			
N 5	KOMO	10/20/12	10/20/12	SAT 6-7A News	6-7A		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$500.00			
N 6	KOMO	10/20/12	10/20/12	SAT 7-8A GMA	7-8A		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$500.00			
N 7	KOMO	10/20/12	10/20/12	SAT KOMO 4 NEWS	8-9A		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$500.00			
N 8	KOMO	10/21/12	10/21/12	SUN 6-7A News	6-7A		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$500.00			
N 9	KOMO	10/21/12	10/21/12	SUN 7-8A GMA	7-8A		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$550.00			
N 10	KOMO	10/21/12	10/21/12	SUN KOMO 4 NEWS	8-9A		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$650.00			

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Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	MCKENNA/GOV/R	

Advertiser	Original Date / Revision
McKenna for Governor (F	08/17/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	KOMO	10/21/12	10/21/12	9A-10A THIS WK W/GEORG	9A-10A THIS WK		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KOMO	10/15/12-10/21/12	9A-10A THIS WK W/GEORG	9A-10A THIS WK	-----Su	:30		\$500.00	NM		
		See MG 11.2										
	2	KOMO	10/22/12-10/22/12	M-F KOMO 4 NEWS	6-7A	M-----	:30		\$500.00	NM		
	Ⓜ MG for 11.1 10/21											
N 12	KOMO	10/16/12	10/19/12	The View	10a-11a		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1111--				4	\$650.00			
N 13	KOMO	10/22/12	10/22/12	The View	10a-11a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	M-----				1	\$650.00			
N 14	KOMO	10/16/12	10/19/12	M-F 11-12P News	11-12P		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1111--				4	\$750.00			
N 15	KOMO	10/22/12	10/22/12	M-F 11-12P News	11-12P		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	M-----				1	\$750.00			
N 16	KOMO	10/16/12	10/19/12	The Chew	12p-1p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1111--				4	\$500.00			
N 17	KOMO	10/22/12	10/22/12	The Chew	12p-1p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	M-----				1	\$500.00			
N 18	KOMO	10/16/12	10/19/12	M-F The Doctors	2-3P		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1111--				4	\$500.00			
N 19	KOMO	10/22/12	10/22/12	M-F The Doctors	2-3P		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	1-----				1	\$500.00			
N 20	KOMO	10/16/12	10/19/12	General Hospital	1p-2p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1111--				4	\$500.00			
N 21	KOMO	10/22/12	10/22/12	General Hospital	1p-2p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	M-----				1	\$500.00			
N 22	KOMO	10/16/12	10/19/12	M-F Dr. Oz	3-4P		:30			NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-2222--				8	\$600.00			
N 23	KOMO	10/22/12	10/22/12	M-F Dr. Oz	3-4P		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	M-----				2	\$600.00			
N 24	KOMO	10/16/12	10/19/12	M-F KOMO 4 NEWS	4-5P		:30			NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-2222--				8	\$750.00			
N 25	KOMO	10/22/12	10/22/12	M-F KOMO 4 NEWS	4-5P		:30			NM	2	\$1,500.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
McKenna for Governor (F	08/17/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 2 \$750.00												
N 26	KOMO	10/16/12	10/19/12	M-F 5-530P News	5-530P		:30			NM	4	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -1111-- 4 \$900.00												
N 27	KOMO	10/22/12	10/22/12	M-F 5-530P News	5-530P		:30			NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$900.00												
N 28	KOMO	10/16/12	10/19/12	M-F 6-7P News	6-7P		:30			NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -1111-- 4 \$900.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KOMO	10/15/12-10/21/12	M-F 6-7P News	6-7P	-TuWThF----	:30		\$900.00	NM		
	See MG 28.5,28.6											
	5	KOMO	10/17/12-10/18/12	M-F 6-7P News	6-7P	---WTh-----	:30		\$900.00	NM		
	Ⓜ MG for 29.1,28.3											
	6	KOMO	10/17/12-10/18/12	M-F 6-7P News	6-7P	---WTh-----	:30		\$900.00	NM		
	Ⓜ MG for 29.1,28.3											
N 29	KOMO	10/22/12	10/22/12	M-F 6-7P News	6-7P		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$900.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KOMO	10/22/12-10/28/12	M-F 6-7P News	6-7P	M-----	:30		\$900.00	NM		
	See MG 28.5,28.6											
N 30	KOMO	10/16/12	10/19/12	M-F Wheel	7-730P		:30			NM	4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -1111-- 4 \$1,600.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KOMO	10/15/12-10/21/12	M-F Wheel	7-730P	-TuWThF----	:30		\$1,600.00	NM		
	See MG 30.5											
	5	KOMO	10/16/12-10/16/12	Wheel Of Fortune 10P-1030P	10P-1030P WHEE	-Tu-----	:30		\$1,600.00	NM		
	Ⓜ MG for 30.2 10/16											
N 31	KOMO	10/22/12	10/22/12	M-F Wheel	7-730P		:30			NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$1,600.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KOMO	10/22/12-10/28/12	M-F Wheel	7-730P	M-----	:30		\$1,600.00	NM		
	See MG 31.2											
	2	KOMO	10/22/12-10/22/12	Wheel of Fortune 10P-1030P	10P-1030P WHEE	M-----	:30		\$1,600.00	NM		
	Ⓜ MG for 31.1 10/22											
N 32	KOMO	10/16/12	10/19/12	M-F Jeopardy	730-8P		:30			NM	5	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -1111-- 4 \$2,000.00												

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Advertiser		Estimate #
McKenna for Governor (F		
Original Date / Revision		
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2	KOMO	10/15/12-10/21/12		M-F Jeopardy	730-8P	-TuWThF----	:30		\$2,000.00	NM		
See MG 32.5,32.6												
3	KOMO	10/15/12-10/21/12		M-F Jeopardy	730-8P	-TuWThF----	:30		\$2,000.00	NM		
See MG 32.7												
5	KOMO	10/16/12-10/16/12		Jeopardy 1030P-11P	1030P-11P JEOP	A-Tu-----	:30		\$2,000.00	NM		
Ⓜ	MG for 33.1,32.2											
6	KOMO	10/22/12-10/22/12		Jeopardy 1030P-11P	1030P-11P JEOP	A-M-----	:30		\$2,000.00	NM		
Ⓜ	MG for 33.1,32.2											
7	KOMO	10/16/12-10/16/12		Jeopardy 1030p-11p	1030p-11p JEOP	A-Tu-----	:30		\$2,000.00	NM		
Ⓜ	MG for 32.3 10/17											
N 33	KOMO	10/22/12	10/22/12	M-F Jeopardy	730-8P		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,000.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KOMO	10/22/12-10/28/12		M-F Jeopardy	730-8P	M-----	:30		\$2,000.00	NM		
See MG 32.5,32.6												
N 34	KOMO	10/16/12	10/21/12	M-SUN Late News	11-1135P		:30			NM	12	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-22222				12	\$1,500.00			
N 35	KOMO	10/22/12	10/22/12	M-SUN Late News	11-1135P		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$1,500.00			
N 36	KOMO	10/20/12	10/20/12	Prime Time College Football	5-830p		:30			NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				2	\$3,200.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KOMO	10/15/12-10/21/12		Prime Time College Football	5-830p	-----Sa--	:30		\$3,200.00	NM		
See MG 36.3,36.4,36.5,36.6												
2	KOMO	10/15/12-10/21/12		Prime Time College Football	5-830p	-----Sa--	:30		\$3,200.00	NM		
See MG 36.3,36.4,36.5,36.6												
3	KOMO	10/20/12-10/20/12		Prime Time College Football	5-830p	-----Sa--	:30		\$4,200.00	NM		
Ⓜ	MG for 36.1,36.2											
4	KOMO	10/20/12-10/20/12		Prime Time College Football	5-830p	-----Sa--	:30		\$1,500.00	NM		
Ⓜ	MG for 36.1,36.2											
5	KOMO	10/19/12-10/19/12		M-F KOMO 4 NEWS	5-6A	-----F----	:30		\$400.00	NM		
Ⓜ	MG for 36.1,36.2											
6	KOMO	10/19/12-10/19/12		KOMO 4 News @ 430a	430-5a	-----F----	:30		\$300.00	NM		
Ⓜ	MG for 36.1,36.2											
N 37	KOMO	10/16/12	10/19/12	M-F KOMO 4 NEWS	5-6A		:30			NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-2222--				8	\$400.00			
N 38	KOMO	10/22/12	10/22/12	M-F KOMO 4 NEWS	5-6A		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	2-----				2	\$400.00			
N 39	KOMO	10/16/12	10/19/12	Live With Kelly	9-10A		:30			NM	4	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$975.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Fisher Broadcasting stations do not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to, decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.komonews.com

KOMO
140 Fourth Ave N
Seattle, WA 98109
(206)404-4000

<u>Contract / Revision</u>	<u>Alt Order #</u>
194238 /	07898448

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	MCKENNA/GOV/R	

<u>Advertiser</u>	<u>Original Date / Revision</u>
McKenna for Governor (F	08/17/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 40	KOMO	10/22/12	10/22/12	Live With Kelly	9-10A		:30			NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$975.00			
Totals											125	\$105,475.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	125	\$105,475.00	\$89,653.75
Totals	125	\$105,475.00	\$89,653.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Fisher Broadcasting stations do not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to, decisions not to place advertising on particular stations on the basis of race or ethnicity.

Rep Order# 7898448 Ver# 9 Status Revised Traffic Order# 194238 Printed: 10/15/2012 12:19 PM 1 of 5
 EC'd Yes Last Received: 10/15/2012 11:55 AM
 Showing Buylines: All Lines

Station KOMO-TV SEATTLE
 Advertiser () MCKENNA, ROB
 Product MCKENNA/GOV/R
 Estimate#
 Buyer NICOLE MEADE
 Phone#
 Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
 500 N WASHINGTON ST, SUITE 303
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E
 Flight Dates 10/16/2012 - 10/22/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () MEREDITH RADOW
 Salesperson Phone# 212-408-3622
 Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---
 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
 10/15
 REVISION
 PLS SEE LN45 FOR ADDED 1X
 PLS SEE LN46 FOR CXL'D 1X
 TTL IS 105475
 PLS CONFIRM, T/R ANDY FOR MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-7A	NEWS	:30	\$500.00	10/16-10/19	8	1	8	\$4,000.00	
	Buyline Comment: 2X/DAY											
	2	M	6A-7A	NEWS	:30	\$500.00	10/22-10/22	2	1	2	\$1,000.00	
	3	TU-F	7A-9A	GMA	:30	\$550.00	10/16-10/19	8	1	8	\$4,400.00	
	Buyline Comment: 2X/DAY											
	4	M	7A-9A	GMA	:30	\$550.00	10/22-10/22	2	1	2	\$1,100.00	
	5	SA	6A-7A	NEWS	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	6	SA	7A-8A	GMA	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	7	SA	8A-9A	NEWS	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	8	SU	6A-7A	NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	

Station KOMO-TV SEATTLE	Agency () MEDIA PLACEMENT TECHNOLOGIES	Rep Firm
Advertiser () MCKENNA, ROB	500 N WASHINGTON ST, SUITE 303	Sales Office () WASHINGTON
Product MCKENNA/GOV/R	ALEXANDRIA, VA 22314	Salesperson () MEREDITH RADOW
Estimate#	Agency C/P1/P2/E	
Buyer NICOLE MEADE	Flight Dates 10/16/2012 - 10/22/2012	Salesperson Phone# 212-408-3622
Phone#	Hiatus Weeks	Salesperson FAX# 212-445-0968
Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SU	7A-8A	GMA	:30	\$550.00	10/21-10/21	1	1	1	\$550.00	
	10	SU	8A-9A	NEWS	:30	\$650.00	10/21-10/21	1	1	1	\$650.00	
	11	SU	9A-10A	THIS WEEK	:30	\$500.00	10/21-10/21	0	0	0	\$0.00	
	12	TU-F	10A-11A	THE VIEW	:30	\$650.00	10/16-10/19	4	1	4	\$2,600.00	
				Buyline Comment: 1X/DAY								
	13	M	10A-11A	THE VIEW	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
	14	TU-F	11A-12P	NEWS	:30	\$750.00	10/16-10/19	4	1	4	\$3,000.00	
				Buyline Comment: 1X/DAY								
	15	M	11A-12P	NEWS	:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
	16	TU-F	12P-1P	THE CHEW	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
				Buyline Comment: 1X/DAY								
	17	M	12P-1P	THE CHEW	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	18	TU-F	2P-3P	DOCTORS	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
				Buyline Comment: 1X/DAY								
	19	M	2P-3P	DOCTORS	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	20	TU-F	1P-2P	GEN HOSPITAL	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
				Buyline Comment: 1X/DAY								
	21	M	1P-2P	GEN HOSPITAL	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	

3 of 5

Rep Firm	
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone#	212-408-3622
Salesperson FAX#	212-445-0968

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	3P-4P	DR OZ	:30	\$600.00	10/16-10/19	8	1	8	\$4,800.00	
		Buyline Comment: 2X/DAY										
	23	M	3P-4P	DR OZ	:30	\$600.00	10/22-10/22	2	1	2	\$1,200.00	
	24	TU-F	4P-5P	NEWS	:30	\$750.00	10/16-10/19	8	1	8	\$6,000.00	
		Buyline Comment: 2X/DAY										
	25	M	4P-5P	NEWS	:30	\$750.00	10/22-10/22	2	1	2	\$1,500.00	
	26	TU-F	5P-530P	NEWS	:30	\$900.00	10/16-10/19	4	1	4	\$3,600.00	
		Buyline Comment: 1X/DAY										
	27	M	5P-530P	NEWS	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	28	TU-F	6P-7P	NEWS	:30	\$900.00	10/16-10/19	3	1	3	\$2,700.00	
		Buyline Comment: 1X/DAY										
	29	M	6P-7P	NEWS	:30	\$900.00	10/22-10/22	0	0	0	\$0.00	
	30	TU-F	7P-730P	WHEEL OF FORTUNE	:30	\$1,600.00	10/16-10/19	3	1	3	\$4,800.00	
		Buyline Comment: 1X/DAY										
	31	M	7P-730P	WHEEL OF FORTUNE	:30	\$1,600.00	10/22-10/22	0	0	0	\$0.00	
	32	TU-F	730P-8P	JEOPARDY	:30	\$2,000.00	10/16-10/19	2	1	2	\$4,000.00	
		Buyline Comment: 1X/DAY										
	33	M	730P-8P	JEOPARDY	:30	\$2,000.00	10/22-10/22	0	0	0	\$0.00	
	34	TU-SU	11P-1135P	NEWS	:30	\$1,500.00	10/16-10/21	12	1	12	\$18,000.00	
		Buyline Comment: 2X/DAY OK TO DOUBLE UP IN 30 MIN										

Station	KOMO-TV SEATTLE	Agency	() MEDIA PLACEMENT TECHNOLOGIES	Rep Firm	() WASHINGTON
Advertiser	() MCKENNA, ROB		500 N WASHINGTON ST, SUITE 303	Sales Office	() MEREDITH RADOW
Product	MCKENNA/GOV/R		ALEXANDRIA, VA 22314	Salesperson	()
Estimate#			Agency C/P1/P2/E		
Buyer	NICOLE MEADE		Flight Dates	10/16/2012 - 10/22/2012	Salesperson Phone#
Phone#			Hiatus Weeks		212-408-3622
Fax#					Salesperson FAX#
					212-445-0968

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	35	M	11P-1135P	NEWS	:30	\$1,500.00	10/22-10/22	2	1	2	\$3,000.00	
	36	SA	5P-830P	COLLEGE FOOTBALL	:30	\$3,200.00	10/20-10/20	2	1	2	\$6,400.00	
	37	TU-F	5A-6A	NEWS	:30	\$400.00	10/16-10/19	8	1	8	\$3,200.00	
	Buyline Comment: 2X/DAY											
	38	M	5A-6A	NEWS	:30	\$400.00	10/22-10/22	2	1	2	\$800.00	
	39	TU-F	9A-10A	KELLY	:30	\$975.00	10/16-10/19	4	1	4	\$3,900.00	
	Buyline Comment: 1X/DAY											
	40	M	9A-10A	KELLY	:30	\$975.00	10/22-10/22	1	1	1	\$975.00	
	41	M	6A-7A	NEWS	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	42	W-TH	6P-7P	NEWS	:30	\$900.00	10/17-10/18	2	1	2	\$1,800.00	
	43	TU	10P-1030P	WHEEL	:30	\$1,600.00	10/16-10/16	1	1	1	\$1,600.00	
	44	M	10P-1030P	WHEEL	:30	\$1,600.00	10/22-10/22	1	1	1	\$1,600.00	
	*45	TU	1030P-11P	JEOPARDY	:30	\$2,000.00	10/16-10/16	2	1	2	\$4,000.00	
	Sales Remark: V9 ADDED 1X											
	V9 Comment Changed, Spots/week Changed											
	*46	M	1030P-11P	JEOPARDY	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
	Sales Remark: V9 CXL'D 1X											
	V9 Comment Changed, Spots/week Changed											

Rep Order# 7898448 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 194238

Printed: 10/15/2012 12:19 PM
Last Received: 10/15/2012 11:55 AM
Showing Buylines: All Lines

Station KOMO-TV SEATTLE
Advertiser () MCKENNA, ROB
Product MCKENNA/GOV/R
Estimate#
Buyer NICOLE MEADE
Phone#
Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

Report Totals: 123 / \$105,475.00

---SALES MONTHLY TOTALS---

Oct 12: 123 / \$105,475.00

Sales Totals: 123 / \$105,475.00

Station Totals: 123 / \$105,475.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$376,696

CABL	0%	KCPQ	0%	KING	0%	KIRO	0%	KOMO	28%
KONG	0%	KSTW	0%	KTWB	0%	KZJO	0%	ROMO	0%
SOMO	0%	UNKN	72%						

Books null
Demos RA35+

Rep Order# 7898448 Ver# 7 Status Revised Traffic Order# 194238 Printed: 10/15/2012 10:30 AM 1 of 6
EC'd Yes Last Received: 10/15/2012 8:56 AM
Showing Buylines: All Lines

Station KOMO-TV SEATTLE
Advertiser () MCKENNA, ROB
Product MCKENNA/GOV/R
Estimate#
Buyer NICOLE MEADE
Phone#
Fax#
Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

10/15
REVISION
PLS SEE LN11, 28, 29, 30, 31, 32, 33 FOR NAS
PLS SEE LN41-46 FOR MGS
TTL IS 105475
PLS CONFIRM, T/R ANDY FOR MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-7A	NEWS	:30	\$500.00	10/16-10/19	8	1	8	\$4,000.00	
	Buyline Comment: 2X/DAY											
	2	M	6A-7A	NEWS	:30	\$500.00	10/22-10/22	2	1	2	\$1,000.00	
	3	TU-F	7A-9A	GMA	:30	\$550.00	10/16-10/19	8	1	8	\$4,400.00	
	Buyline Comment: 2X/DAY											
	4	M	7A-9A	GMA	:30	\$550.00	10/22-10/22	2	1	2	\$1,100.00	
	5	SA	6A-7A	NEWS	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	6	SA	7A-8A	GMA	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	7	SA	8A-9A	NEWS	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	8	SU	6A-7A	NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	

Rep Order# 7898448 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 194238

Printed: 10/15/2012 10:30 AM
Last Received: 10/15/2012 8:56 AM
Showing Buylines: All Lines

2 of 6

Station KOMO-TV SEATTLE
Advertiser () MCKENNA, ROB
Product MCKENNA/GOV/R
Estimate#
Buyer NICOLE MEADE
Phone#
Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SU	7A-8A	GMA	:30	\$550.00	10/21-10/21	1	1	1	\$550.00	
	10	SU	8A-9A	NEWS	:30	\$650.00	10/21-10/21	1	1	1	\$650.00	
	*11	SU	9A-10A	THIS WEEK	:30	\$500.00	10/21-10/21	0	0	0	\$0.00	
			Sales Remark: V7 1X NA									
			V7 Comment Changed, Spots/week Changed									
	12	TU-F	10A-11A	THE VIEW	:30	\$650.00	10/16-10/19	4	1	4	\$2,600.00	
			Buyline Comment: 1X/DAY									
	13	M	10A-11A	THE VIEW	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
	14	TU-F	11A-12P	NEWS	:30	\$750.00	10/16-10/19	4	1	4	\$3,000.00	
			Buyline Comment: 1X/DAY									
	15	M	11A-12P	NEWS	:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
	16	TU-F	12P-1P	THE CHEN	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
			Buyline Comment: 1X/DAY									
	17	M	12P-1P	THE CHEN	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	18	TU-F	2P-3P	DOCTORS	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
			Buyline Comment: 1X/DAY									
	19	M	2P-3P	DOCTORS	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	20	TU-F	1P-2P	GEN HOSPITAL	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
			Buyline Comment: 1X/DAY									
	21	M	1P-2P	GEN HOSPITAL	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	

3 of 6

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	3P-4P	DR OZ	:30	\$600.00	10/16-10/19	8	1	8	\$4,800.00	
			Buyline Comment: 2X/DAY									
	23	M	3P-4P	DR OZ	:30	\$600.00	10/22-10/22	2	1	2	\$1,200.00	
	24	TU-F	4P-5P	NEWS	:30	\$750.00	10/16-10/19	8	1	8	\$6,000.00	
			Buyline Comment: 2X/DAY									
	25	M	4P-5P	NEWS	:30	\$750.00	10/22-10/22	2	1	2	\$1,500.00	
	26	TU-F	5P-530P	NEWS	:30	\$900.00	10/16-10/19	4	1	4	\$3,600.00	
			Buyline Comment: 1X/DAY									
	27	M	5P-530P	NEWS	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	*28	TU-F	6P-7P	NEWS	:30	\$900.00	10/16-10/19	3	1	3	\$2,700.00	
			Buyline Comment: 1X/DAY									
			Sales Remark: V7 1X NA									
			V7 Comment Changed, Spots/week Changed									
	*29	M	6P-7P	NEWS	:30	\$900.00	10/22-10/22	0	0	0	\$0.00	
			Sales Remark: V7 1X NA									
			V7 Comment Changed, Spots/week Changed									
	*30	TU-F	7P-730P	WHEEL OF FORTUNE	:30	\$1,600.00	10/16-10/19	3	1	3	\$4,800.00	
			Buyline Comment: 1X/DAY									
			Sales Remark: V7 1X NA									
			V7 Comment Changed, Spots/week Changed									
	*31	M	7P-730P	WHEEL OF FORTUNE	:30	\$1,600.00	10/22-10/22	0	0	0	\$0.00	
			Sales Remark: V7 1X NA									
			V7 Comment Changed, Spots/week Changed									

4 of 6

Rep Firm	
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone#	212-408-3622
Salesperson FAX#	212-445-0968

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
-----	------	-------	------------	------------	-------------	------------	---------

:30	\$2,000.00	10/16-10/19	2	1	2	\$4,000.00
-----	------------	-------------	---	---	---	------------

:30	\$2,000.00	10/22-10/22	0	0	\$0.00
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30	\$1,500.00	10/16-10/21	12	1	12	\$18,000.00
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30	\$1,500.00	10/22-10/22	2	1	2	\$3,000.00
30						

:30	\$3,200.00	10/20-10/20	2	1	2	\$6,400.00
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:30	\$400.00	10/16-10/19	8	1	8	\$3,200.00
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:30	\$400.00	10/22-10/22	2	1	2	\$800.00
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30	\$975.00	10/16-10/19	4	1	4	\$3,900.00
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:30	\$975.00	10/22-10/22	1	1	\$975.00
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:30	\$500.00	10/22-10/22	1	1	\$500.00
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:30	\$900.00	10/17-10/18	2	1	2	\$1,800.00
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Station KOMO-TV SEATTLE	Agency () MEDIA PLACEMENT TECHNOLOGIES	Rep Firm () WASHINGTON
Advertiser () MCKENNA, ROB	500 N WASHINGTON ST, SUITE 303	Sales Office () MEREDITH RADOW
Product MCKENNA/GOV/R	ALEXANDRIA, VA 22314	Salesperson ()
Estimate#	Agency C/P1/P2/E	Salesperson Phone# 212-408-3622
Buyer NICOLE MEADE	Flight Dates 10/16/2012 - 10/22/2012	Salesperson FAX# 212-445-0968
Phone#	Hiatus Weeks	
Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*43	TU	10P-1030P	WHEEL	:30	\$1,600.00	10/16-10/16	1	1	1	\$1,600.00	
		Sales Remark: V7 MG FOR LN30										
		V7 Added										
	*44	M	10P-1030P	WHEEL	:30	\$1,600.00	10/22-10/22	1	1	1	\$1,600.00	
		Sales Remark: V7 MG FOR LN31										
		V7 Added										
	*45	TU	1030P-11P	JEOPARDY	:30	\$2,000.00	10/16-10/16	1	1	1	\$2,000.00	
		Sales Remark: V7 MG FOR LN32										
		V7 Added										
	*46	M	1030P-11P	JEOPARDY	:30	\$2,000.00	10/22-10/22	2	1	2	\$4,000.00	
		Sales Remark: V7 MG FOR LN32 AND 33										
		V7 Added										

---REPORT TOTALS---
 Report Totals: 123 / \$105,475.00

---SALES MONTHLY TOTALS---
 Oct 12: 123 / \$105,475.00
 Sales Totals: 123 / \$105,475.00
 Station Totals: 123 / \$105,475.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$376,696	CABL 0%	KCPQ 0%	KING 0%	KIRO 0%	KOMO 28%
		KONG 0%	KSTW 0%	KTWB 0%	KZJO 0%	ROMO 0%
		SOMO 0%	UNKN 72%			

Rep Order# 7898448 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 194238

Printed: 10/15/2012 10:30 AM
Last Received: 10/15/2012 8:56 AM
Showing Buylines: All Lines

6 of 6

Station KOMO-TV SEATTLE
Advertiser () MCKENNA, ROB
Product MCKENNA/GOV/R
Estimate#
Buyer NICOLE MEADE
Phone#
Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

Books null
Demos RA35+